

# **Model Curriculum for Three Year Degree Course (With Multiple Entry / Exit Option)**

**Based on NEP-2020**

## **COMMERCE**

**(Single Major and Two Minors)**

**(For Batch 2024-2027)**



Sambalpur University  
Jyoti Vihar, Sambalpur

**Multi-Disciplinary Course  
Economics**

**MD-1**

**Course Objectives**

1. To provide knowledge to students about the concepts of Economics dealing with consumer behaviour, producer's strategy, and make them understand regarding the behaviour of firms under different market structures.
2. To provide the students with the knowledge of basic concepts of Macro economics and modern tools of Macro-economic analysis.

**Course Outcomes**

**After completing the course, the student shall be able to**

- CO1: To Understand the basic economic concepts like demand, supply, determination of price.
- CO2: To Understand how consumer will maximize satisfaction by spending on different goods
- CO3: To Understand how producer will maximize profit by minimizing the cost.
- CO4: To Analyse the behaviour of firms and response of firms to different market situations.
- CO5: To understand the different macro-economic issues and analyse the sector specific policies.

**Unit-1: Demand, Supply & Consumer Behaviour:**

Concepts Of Demand and Law of Demand, Change in Demand and Change in Quantity Demand, Concepts of Supply and Law of Supply, Change in Supply and Change in Quantity Supply, Market Equilibrium, Elasticity of Demand and Elasticity of Supply. Concepts Of Utility, Measurement of Utility, The Indifference Curve, Budget Line, Consumer's Equilibrium, Income and Substitution Effects, Price Consumption Curve (PCC), Income Consumption Curve (ICC), Engel Curve.

**Unit-2: Production Function, Cost & Market Structure**

Derivation of Production function, Law of Variable Proportion, Isoquants, Producer's Equilibrium, returns to scale, Cost: short run and long run. Different forms of Market, Perfect competition: equilibrium of firm and industry, Monopoly: short run and long run equilibrium, allocative inefficiency and deadweight loss, Monopolistic competition: short run and long run equilibrium, excess capacity, oligopoly market: kinked demand curve.

**Unit-3: National Income Accounting**

Introduction of different Macro-Economic variables, Concepts of National income, Measurement of National income, Circular Flow of Income and Expenditure in Closed Economy and Open Economy.

**Unit-4: National Income Equilibrium & Macro Economic Problems**

Consumption Function, APC & MPC, Concept of Investment & Investment 11 Multiplier, Business Cycle and Its Phases, RBI & Monetary Policy. Inflation, Interest Rate, Foreign Exchange Rates and Balance of Payment.

### **Suggested Readings**

- ✓ *"Microeconomics: Theory and Applications"* by K. N. Modi - published by Kalyani Publishers, Cuttack, Odisha. *"Principles of Economics"* by S. K. Misra and V. K. Puri - published by Himalaya Publishing House, Cuttack, Odisha. *"Indian Economy: Policies and Performance"* by M. L. Jhingan - published by Sultan Chand & Sons, Bhubaneswar, Odisha. *"Development Economics"* by P. T. Joseph - published by VK Publications, Bhubaneswar, Odisha *Principle of micro economics* by Gregory Mankiw
- ✓ *Advanced economic theory* by Dr. H.L Ahuja
- ✓ *Managerial economics* by Dr. D.M Mithani
- ✓ *Macroeconomics* by M.L Jhingan
- ✓ *Principle of Macroeconomics* by Gregory Mankiw
- ✓ *Economics* by Paul Samuelson and William Nordhaus

**Multi-Disciplinary Course**  
**Fundamentals of Entrepreneurship and E-Commerce**

**MD-2**

**Course Objectives**

**The course aims to:**

1. Understand the basic concepts and theories of entrepreneurship.
2. Identify and evaluate business opportunities in the digital economy.
3. Develop skills in creating effective business plans and strategies.
4. Gain knowledge of e-commerce platforms and technologies.
5. Learn digital marketing techniques for online businesses.
6. Understand the legal and ethical considerations in e-commerce.
7. Develop critical thinking and problem-solving skills relevant to entrepreneurship and e-commerce.

**Course Outcomes**

**After completion of the course, learners will be able to:**

CO1: Understand Entrepreneurship Concepts and Identify Business Opportunities.

CO2: Navigate Legal and Ethical Considerations for E-Commerce Platforms.

CO3: Implement Digital Marketing Strategies.

CO4: Manage and Analyze E-Commerce Performance.

CO5: Develop Growth Strategies.

**Unit-1: Introduction to Entrepreneurship**

Definition of entrepreneurship, Characteristics of successful entrepreneurs, Importance of entrepreneurship in the economy, Types of entrepreneurs. Opportunity Recognition and Idea Generation; Identifying business opportunities, Idea generation techniques, Market research and analysis, Identifying target markets and customer segments.

**Unit-2: Business Planning**

Components of a business plan, Writing an executive summary, Marketing plan development, Financial projections and budgeting. Legal and Ethical Considerations; Legal structures for businesses, Intellectual property rights, Ethical considerations in entrepreneurship, Corporate social responsibility.

**Unit-3: Introduction to E-Commerce**

Definition and scope of e-commerce, Evolution of e-commerce, Types of e-commerce models (B2B, B2C, C2C), E-commerce platforms and technologies. Building an E-Commerce Website; Website design principles, Choosing a domain name and hosting provider, Payment gateways and security, User experience optimization. Digital Marketing for E-Commerce; Search engine optimization (SEO), Pay-per-click (PPC) advertising, social media marketing, E-mail marketing.

**Unit-4: E-Commerce Logistics and Fulfilment**

Order processing and fulfilment, Inventory management, Shipping and delivery options, Returns and customer service. E-Commerce Analytics and Performance Measurement; Key performance indicators (KPIs) for e-commerce, Web analytics tools, Customer feedback and reviews. Scaling and Growth Strategies; Scaling an e-commerce business, International expansion, Strategic partnerships and collaborations, Exit strategies: mergers, acquisitions, IPOs Case Studies: Analysis of successful e-commerce ventures

### **Suggested Readings**

- ✓ Singh, K. (2008). Rural Development - Principles, Policies, and Management. New Delhi: Sage Texts.
- ✓ Samanta, R. K. (2000). New Vista in Rural Development Strategies & Approaches. Delhi: B.R. Publishing Corporation.
- ✓ Hussain, T., Tahir, M., & Tahir, R. (2017). Fundamentals of Rural Development. New Delhi: I. K. International Publishing House Pvt.. Ltd.
- ✓ Sahu, B. K. (2003). Rural Development in India. New Delhi: Anmol Publications Pvt. Ltd.
- ✓ Dutta, S. K., & Ghosh, D. K. (2002). Empowering Rural Women. New Delhi: Akansha Publishing House.
- ✓ Dutta, S. K., & Ghosh, D. K. (2006). Institutions for Development: The case of Panchayats. New Delhi: Mittal Publications.
- ✓ Bajaj, K. K., & Debjani, N. (2005). E-Commerce. New Delhi: Tata McGraw Hill Education.
- ✓ Chhabra, T.N., Jain, H. C., & Jain, A. An Introduction to ITML. Delhi: Dhanpat Rai & Co.
- ✓ Diwan, P., & Sharma, S. (2002). Electronic commerce- A Manager's Guide to E- Business. Delhi: Vanity Books International.
- ✓ Turban, E., King, D., Lee, J., Warkentin, M., Chung, H. M., & Chung, M. (2002). Electronic Commerce: A Managerial Perspective. New Jersey: Prentice Hall Publishing.
- ✓ Whiteley, D. (2000). E-Commerce: Strategy, Technologies and Applications. New York: McGraw Hill.

**Multi-Disciplinary Course**  
**Entrepreneurship Development and Start-up**

**MD-3**

**Course Objectives**

The paper aims to provide exposure to the students to the entrepreneurial culture and industrial growth and to prepare them to set up and manage their own small units.

**Course Outcomes**

**After completion of the course, learners will be able to:**

- CO1: Identify and assess the different types of entrepreneurs and barriers to entrepreneurship;
- CO2: Develop the decision-making skills to be an entrepreneur by creating new ideas;
- CO3: Understand the financial assistance provided by the government and other organizations;
- CO4: Demonstrate capacity to improve student achievement, engagement and retention;
- CO5: Enhances the critical thinking skills and gives a chance to think from a different perspective about industries.

**Unit 1: Introduction**

Evolution of term 'Entrepreneurship'; Factors influencing; Characteristics of an entrepreneur; Types of entrepreneur; Edupreneurship; Barriers to entrepreneurship; Creativity and entrepreneurship- Creativity and entrepreneurship ; Steps in Creativity; Innovation and inventions ; Skills of an entrepreneur ; Decision making and Problem Solving (steps indecision making);

**Unit 2: Organisation Assistance and legal aspects**

Assistance to an entrepreneur; New Ventures; Financial assistance to MSME; Copyright, Patent, Trademark, Franchise. Acts governing Entrepreneurship.

**Unit 3: Mobilizing Resources**

Resource Mobilization for entrepreneurship: Resources mobilization, types of resources, Process of resource mobilization, Arrangement of funds; writing a Funding Proposal, Traditional sources of financing, Venture capital, Angel investors, Business Incubators.

**Unit 4: Managerial Aspects of Business and Government Initiatives**

Managing finance; Understanding capital structure; organisation structure and management of human resources of a new enterprise; Marketing-mix; Management of cash; Relationship management; Cost management, Government initiatives for promoting entrepreneurship.

### **Suggested Readings**

- ✓ Aron, R. A., & Tang, J. (2021). *The Role of Entrepreneurs in Society: An Action Perspective*. Edward Elgar Publishing.
- ✓ Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2021). *Entrepreneurship*. McGraw-Hill Education.
- ✓ Kuratko, D. F., & Neck, H. M. (2017). *Entrepreneurship: Theory, Process, and Practice*. Cengage Learning.
- ✓ Shane, S. A. (2017). *A General Theory of Entrepreneurship: The Individual-Opportunity Nexus*. Edward Elgar Publishing.
- ✓ Shepherd, D. A., & Patzelt, H. (2020). *The New Field of Sustainable Entrepreneurship: Studying Entrepreneurial Action Linking "What Is to Be Sustained" with "What Is to Be Developed"*. Springer.
- ✓ Desai, V. (2009). *Dynamics of Entrepreneurial Development and Management*. Mumbai: Himalaya Publishing House.
- ✓ Dollinger, M. J. (2008). *Entrepreneurship: Strategies and Resources*. New Jersey: Prentice Hall.
- ✓ Hisrich, R., Peters, M., & Shepherd, D. (2017). *Entrepreneurship*. New York: McGraw Hill Education.
- ✓ Rao, T. V., & Kuratko, D. F. (2012). *Entrepreneurship: A South Asian Perspective*. Boston: Cengage Learning